

## Draft Minutes

### TOWN OF GUILFORD Design Review Committee Minutes – 11<sup>th</sup> January, 2017

A regular meeting of the Design Review Committee was held on Wednesday 11<sup>th</sup> January, 2017 at 4:00p.m. in the Guilford Community Center with Chairman Karin Patriquin presiding.

Present: John Cunningham, Shirley Girioni, Karin Patriquin, Mary Repetti, William Thompson and Walter Weissenborn. Philippe Campus joined the meeting in progress (4:10p.m.). Excused: Robert Charney and Shavaun Towers.

The meeting was called to order at 4:00p.m.

**Approval of Minutes:** Mr. Weissenborn made a motion to accept the Minutes of 14<sup>th</sup> December, 2016. Mrs. Girioni seconded the motion and it was carried unanimously.

### **REVIEW APPLICATIONS**

**Walmart #3544-207 (BRR Architecture, Inc), 900 Boston Post Road, Guilford, CT, Shoreline Plaza: Request to review new sign colors. (Walmart's current signage and building colors were approved by DRC 05/12/10 - with the exception of Walmart, the master sign plan for signage color is red):** Brendan Kemmerer, BRR Architecture, Inc., circulated elevation drawings. He said he had contacted the Zoning Enforcement Officer to review paint colors. Mr. Kemmerer explained that Walmart was updating to new brand colors nationwide. The new color scheme was a grayish tone for the building and an orange area on the canopy. Mr. Kemmerer said that on Walmart stores where there was an outside pick-up area, an area on the corner of the building would be painted orange. The pick-up area has to be inside the Guilford store and so he wished to have orange on the entry portico. The pick-up area inside the store would also be orange. Mr. Thompson felt this was excessive and was becoming brand architecture. Ms. Patriquin wondered if it could be behind the windows. Mrs. Girioni pointed out that in 2010 a plurality of colors was adopted for the shopping plaza and every business had red so this proposal would be non-conforming to that. Mrs. Repetti added that a Master Sign Plan was developed which was later compromised for changes Walmart wished to adopt and now this was another change. She suggested having a red sign with white letters. Mr. Kemmerer replied that he would not do red because it was no longer a Walmart color and it would have no brand recognition. Mrs. Repetti suggested keeping everything as it was.

Mr. Kemmerer asked if gray would be approved for the building and Mrs. Repetti suggested not painting the building. Ms. Patriquin pointed out that zoning did not allow logo buildings in Guilford. Mr. Kemmerer said he thought that all the changes had already been approved except for the orange color. Mrs. Girioni wondered if gray would lighten everything up, then red and white coloring could be added. Mrs. Repetti replied that this color change would affect the whole plaza. Mr. Thompson asked if he was correct in thinking that if the applicant wished to alter the color this would need to be for the whole plaza and the answer was yes. Mrs. Girioni said the plan focused on a commonality of signs and not buildings. The original Master Sign Plan had been based on Walmart's red color but then several years later Walmart changed its color scheme which was approved but now it was asking for yet another change. Mr. Kemmerer summarized by saying the Committee was recommending that he keep the existing building color, that it was not opposed to the existing spark sign, and that he could add the pick-up spark to the canopy but not in orange. There could be white lettering and yellow on the sparks but no blue or orange. Mrs. Girioni suggested the Committee ask for some red

to conform with the other buildings but Mrs. Repetti felt this would not work with the new colors. However, if they wished to introduce a new color it could be red. Mr. Kemmerer replied that he did not wish to do that. Mr. Kemmerer agreed to email revised elevations to the Zoning Enforcement Officer.

**Other Business:** Mr. Campus made a motion to nominate Robert Charney as Vice-Chairman. Mr. Cunningham seconded the motion and it was carried unanimously.

**Approval of Bills:** Mrs. Girioni made a motion to approve the following bill: Katharine Stewart, secretarial services. Mrs. Repetti seconded the motion and it was carried unanimously.

The meeting was adjourned at 4:45p.m.

The next meeting of the Design Review Committee will be held on Wednesday 8<sup>th</sup> March, 2017 at 4:00p.m. in the Guilford Community Center.

Respectfully submitted,

Katharine Stewart  
Recording Secretary